

# CAREER CLUSTER EXPLORER

NAME:

**DISCOVER WHAT YOU LOVE.  
BUILD A FUTURE THAT MATTERS.**

Read each career cluster's statements and check the ones that sound like you. Total your responses for each cluster, then reflect on your top three to explore careers that interest you.

## MARKETING AND SALES

**LOVE COMING UP WITH COOL IDEAS, MAKING DEALS, OR MEETING NEW PEOPLE?**

**CHECK ALL THAT APPLY:**

- ☐ I enjoy talking to people and sharing ideas.
- ☐ I like making posters, ads, or social media content.
- ☐ I enjoy thinking about what makes people want to buy something.
- ☐ I like working in teams and being creative.
- ☐ I enjoy writing or presenting to others.

**TOTAL:**

## MANAGEMENT AND ENTREPRENEURSHIP

**ENJOY LEADING OTHERS, SOLVING PROBLEMS, OR STARTING YOUR OWN IDEAS?**

**CHECK ALL THAT APPLY:**

- ☐ I like leading group projects or helping make decisions.
- ☐ I enjoy solving problems or finding better ways to do things.
- ☐ I want to start my own business someday.
- ☐ I like planning, organizing, or managing tasks.
- ☐ I enjoy working with people to reach goals.

**TOTAL:**

## FINANCIAL SERVICES

**GOOD WITH NUMBERS OR INTERESTED IN MONEY AND PLANNING?**

**CHECK ALL THAT APPLY:**

- ☐ I enjoy solving math problems.
- ☐ I like tracking money, saving, or budgeting.
- ☐ I'm good at paying attention to details.
- ☐ I enjoy helping people plan and make smart choices.
- ☐ I'm curious about how banks and businesses manage money.

**TOTAL:**

## DIGITAL TECHNOLOGY

**LOVE COMPUTERS, TECH, OR LEARNING HOW THINGS WORK ONLINE?**

**CHECK ALL THAT APPLY:**

- ☐ I enjoy using computers, games, or apps.
- ☐ I like figuring out how things work.
- ☐ I'm curious about coding, robotics, or digital tools.
- ☐ I like solving puzzles or logic problems.
- ☐ I enjoy learning new technology.

**TOTAL:**

# CAREER CLUSTER EXPLORER

## ARCHITECTURE AND CONSTRUCTION

### LIKE BUILDING THINGS OR DESIGNING SPACES?

#### CHECK ALL THAT APPLY:

- ☐ I like working with tools or my hands.
- ☐ I enjoy building, drawing, or designing.
- ☐ I'm curious how buildings are made.
- ☐ I enjoy fixing or creating things.
- ☐ I like planning how spaces should look or work.

TOTAL:

## ADVANCED MANUFACTURING AND ENGINEERING

### ENJOY MAKING THINGS, MACHINES, OR SOLVING TECHNICAL PROBLEMS?

#### CHECK ALL THAT APPLY:

- ☐ I like building or designing machines.
- ☐ I enjoy math and science.
- ☐ I'm curious how products are made.
- ☐ I enjoy solving technical problems.
- ☐ I like hands-on work.

TOTAL:

## SUPPLY CHAIN AND TRANSPORTATION

### INTERESTED IN CARS, TRUCKS, PLANES, OR LOGISTICS?

#### CHECK ALL THAT APPLY:

- ☐ I'm curious how packages arrive so quickly.
- ☐ I like working with cars and trucks.
- ☐ I like taking things apart and putting them back together.
- ☐ I think it would be fun to work on airplanes or learn how they fly.
- ☐ I like learning how engines work.

TOTAL:

## AGRICULTURE

### ENJOY BEING OUTDOORS, GROWING FOOD, OR WORKING WITH ANIMALS?

#### CHECK ALL THAT APPLY:

- ☐ I like working with animals or plants.
- ☐ I enjoy being outside.
- ☐ I'm curious how people throughout the world get fed everyday.
- ☐ I enjoy science and nature.
- ☐ I want to help grow food or care for animals.

TOTAL:

# CAREER CLUSTER EXPLORER

## ENERGY AND NATURAL RESOURCES

### CARE ABOUT THE ENVIRONMENT OR USING NATURAL ENERGY SOURCES?

**CHECK ALL THAT APPLY:**

- ☐ I like learning about the earth and energy.
- ☐ I enjoy science and protecting nature.
- ☐ I'm curious about wind, solar, and water power.
- ☐ I love spending time outside and working in nature.
- ☐ I want to help our planet stay healthy.

**TOTAL:**

## PUBLIC SERVICE AND SECURITY

### WANT TO KEEP PEOPLE SAFE AND SERVE YOUR COMMUNITY?

**CHECK ALL THAT APPLY:**

- ☐ I like helping people.
- ☐ I want to protect others.
- ☐ I'm brave and ready to face challenges.
- ☐ I enjoy working with technology and gadgets.
- ☐ I'm good at paying attention to details and following instructions.

**TOTAL:**

## HEALTH SCIENCE

### INTERESTED IN HOW THE BODY WORKS OR HELPING PEOPLE FEEL BETTER?

**CHECK ALL THAT APPLY:**

- ☐ I like learning about health and science.
- ☐ I enjoy helping others feel better.
- ☐ I stay calm under pressure.
- ☐ I want to work in a hospital or clinic.
- ☐ I enjoy learning ways to stay healthy.

**TOTAL:**

## HUMAN SERVICES

### ENJOY HELPING PEOPLE SOLVE PROBLEMS OR FEEL SUPPORTED?

**CHECK ALL THAT APPLY:**

- ☐ I'm a good listener and care about others.
- ☐ I want to help people with their challenges.
- ☐ I enjoy learning about families and relationships.
- ☐ I like solving personal or social problems.
- ☐ I'm interested in child care or social work.

**TOTAL:**

# CAREER CLUSTER EXPLORER

## EDUCATION

### LOVE HELPING OTHERS LEARN OR LEADING A CLASS?

#### CHECK ALL THAT APPLY:

- ☐ I like helping others understand things.
- ☐ I enjoy reading, writing, or presenting.
- ☐ I'm patient and encouraging.
- ☐ I want to work with kids or students.
- ☐ I like planning activities or lessons.

TOTAL:

## HOSPITALITY, EVENTS, AND TOURISM

### ENJOY HELPING OTHERS HAVE FUN, TRAVEL, OR FEEL WELCOME?

#### CHECK ALL THAT APPLY:

- ☐ I like cooking, decorating, or planning events.
- ☐ I enjoy helping others feel comfortable.
- ☐ I'm interested in travel and tourism.
- ☐ I like working with people in fun places.
- ☐ I enjoy being part of a team.

TOTAL:

## ARTS, ENTERTAINMENT, AND DESIGN

### LOVE BEING CREATIVE WITH MUSIC, VIDEO PRODUCTION, WRITING, OR DIGITAL DESIGN?

#### CHECK ALL THAT APPLY:

- ☐ I enjoy drawing or photography.
- ☐ I like performing or creating music.
- ☐ I enjoy making videos or editing photos.
- ☐ I like using design or editing tools.
- ☐ I enjoy expressing ideas in fun ways.

TOTAL:

# CAREER INVENTORY SUMMARY

NAME:

## DIRECTIONS

Look at each career cluster and count how many boxes you checked. Write the total in the blank next to that area. If you checked three or more in any category, that means it might be a good fit for you!

Career Cluster	Total Checked	Potential Careers
Marketing and Sales		Salesperson, Marketing Manager, Social Media Coordinator, Brand Designer
Management and Entrepreneurship		Business Owner, Project Manager, Store Manager, Entrepreneur
Financial Services		Accountant, Loan Officer, Financial Planner, Auditor, Insurance Agent, Investment Broker
Digital Technology		Software Developer, IT Specialist, Data Analyst, Game Designer, Cyber Security Specialist
Architecture and Construction		Architect, Carpenter, Plumber, Construction Manager, Electrician, Landscape Designer
Advanced Manufacturing and Engineering		Engineer, CNC Operator, Robotics Tech, Machinist, Welder
Supply Chain and Transportation		Truck Driver, Logistics Manager, Forklift Operator, Dispatcher, Pilot, Autobody Repair Technician, Mechanic
Agriculture		Farmer, Agronomist, Vet Tech, Livestock Manager, Plant Scientist
Energy and Natural Resources		Environmental Scientist, Wind Turbine Tech, Geologist, Water Treatment Operator
Public Service and Security		Police Officer, Firefighter, Paramedic, Military Service Member
Health Science		Nurse, EMT, Physical Therapist, Health Tech, Dietician, Dentist
Human Services		Counselor, Social Worker, Childcare Provider, Therapist
Education		Teacher, School Counselor, Principal, Librarian
Hospitality, Events, and Tourism		Chef, Event Planner, Hotel Manager, Travel Guide
Arts, Entertainment, and Design		Graphic Designer, Animator, Actor, Music Producer, Interior Designer

## NEXT STEPS

**Explore Careers.** Read the example jobs listed for each area where you had 3 or more checks. Do any sound interesting?

**Dig Deeper.** Want to learn more? Visit [sdmylife.com](http://sdmylife.com).

**Talk About It.** Share your results with a teacher, counselor, or family member. Ask them about jobs they know or have had!

**Move on to the “My Career Map” on the next page.**

# MY PERSONAL CAREER MAP

NAME:

## DIRECTIONS

**Start with Your Top 3.** Look back at your career inventory. Write down the three career clusters you had the most checks in or found the most interesting.

**Pick One to Explore.** Choose one cluster you're most curious about and write it down.

**Choose a Job.** From that cluster, pick a job that sounds exciting or fun to you.

**Do Some Research.** Think about what kind of training, education, or experience that job might need. Write your answer.

**Plan Ahead.** List classes in middle or high school that could help you learn skills to prepare for that job or career.

**Get Involved.** Write down a club, team, or organization (like FFA, robotics, or student council) that could benefit you in your top career clusters.

**Take Action.** Choose one thing you can do this school year to learn more about your career interests—like talking to someone in that job, reading a book, or joining a club.

MY TOP THREE CAREER CLUSTERS ARE:

ONE CLUSTER I WANT TO LEARN MORE ABOUT:

ONE JOB THAT SOUNDS INTERESTING TO ME:

WHAT KIND OF EDUCATION OR TRAINING DOES THAT JOB NEED?

WHICH CLASSES IN MIDDLE OR HIGH SCHOOL COULD HELP ME LEARN MORE ABOUT THIS CAREER?

WHICH STUDENT CLUB OR ORGANIZATION CAN I JOIN TO SUPPORT ME IN THESE CAREER AREAS?

ONE ACTION I CAN TAKE THIS YEAR TO LEARN MORE:

# CAREER CLUSTER EXPLORER

## PURPOSE

Equip students with a fun, fast way to discover career interests aligned to South Dakota's 15 Career Clusters.

# COUNSELOR/ TEACHER GUIDE

## LEARNING OBJECTIVES

- Students will identify personal interests related to career clusters.
- Students will explore career options tied to their top clusters.
- Students will take at least one step toward deeper exploration.

### PRE-ACTIVITY DISCUSSION PROMPTS

- What do you already know about careers?
- Who do you know that has a job you think is interesting?
- What subjects or activities do you enjoy most?

### POST-ACTIVITY EXPLORATION IDEAS

- Visit helpful sites to explore your top clusters.
- Ask students to research one career using "What does a [career] do?" searches.
- Invite students to create a one-slide presentation or video summary about one career.

### CURRICULUM CONNECTIONS

- **CTE Courses:** Use cluster results to guide course planning.
- **English/Language Arts:** Research and write about a career.
- **Math:** Explore the data or stats required in careers like finance or STEM.
- **Social Studies:** Discuss how careers impact communities.
- **School Counseling:** Use cluster results to launch more career exploration activities aligned to students' top clusters.

### TAKING IT FURTHER

- **Digital Portfolios:** Students document cluster reflections or create career slides.
- **Work-Based Learning:** Connect students with local professionals in their top cluster.
- **Field Trips:** Visit local businesses or invite guest speakers.
- **Career Fairs:** Organize or attend regional career days.
- **CTE & CTSOs:** Students create a personal learning plan to map available courses and student organizations in middle and high school.

### CLASSROOM ENGAGEMENT TIPS

- **Group Discussions:** Have students share top clusters in small groups.
- **Career Cluster Projects:** Let students choose a cluster to research and present.
- **Reflection Journals:** Keep a journal of interests, findings, and next steps.

### HELPFUL SITES WITH ADDITIONAL RESOURCES FOR EDUCATORS

- **SDMyLife** <https://sdmylife.com>
- **SD CTE** <https://doe.sd.gov/cte>
- **O\*Net Online** <https://www.onetonline.org/>